

ABSTRACT

Disclosed are jet ink compositions suitable for printing on substrates such as plastics and oil contaminated metals messages having excellent adhesion, for example, scratch resistance. The jet ink composition comprises one or more organic solvents, a rosin resin, and a colorant, and optionally a co-binder resin, e.g., a vinyl resin. Preferably, the jet ink composition is free or substantially free of a cellulose nitrate resin and/or a slow evaporating solvent. The present invention further provides a method for printing scratch resistant messages on a low surface energy substrate comprising projecting a stream of droplets of the jet ink composition to the substrate, controlling the direction of the stream so that the droplets are caused to form the desired printed messages, and allowing the messages to dry.